

**Consultation Response from KC,
Highways Development Management**

2020/92567 Perrys Motor Sales Ltd, Northgate, Huddersfield, HD1 6AP

Advertisement consent for the erection of illuminated and non-illuminated signs

Date Responded: 23/11/20 Responding Officer: CNB Responding Ref: K5-8SE/14

This application is for advertisement consent for the erection of illuminated and non illuminated signs at an existing car sales garage on A641 Northgate, a 30mph two way dual carriageway gyratory system with footways on both sides and street lighting present.

The premises used to have Jaguar branded signs in the same locations and this application is to replace them with similar under a new vehicle brand.

Although all advertising signs cause a level of distraction to drivers, we do not consider that these replacement signs will cause any additional highway safety concerns to what has been at the site previously.

With this we consider the application to be acceptable on highways grounds.